

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE	
PROPOSED PRELIMINARY AMENDMENT	Atty. Docket No. VIGN1560
Applicant: Brian Reistad	
Application Number 09/621,913	Filed 07/24/2000
For: Method and System for Facilitating Marketing Dialogues	
Group Art Unit 2151	Examiner Jean, Frantz B.
Confirmation No. 5562	

Commissioner for Patents
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Stacy Sutton Kerby

1. (Currently Amended) A system for facilitating [communications] a network dialogue, comprising:

[one or more] a program[s] for communicating with a participant over a network, [each] the program [including a plurality of instructions] including a first instruction for sending a communication to a participant and a second instruction [for] awaiting a response from the participant;

an engine for executing the program[s], the engine being able to process [simultaneously] a plurality of instances of [each of] the program[s], associate each of the plurality of instances with a corresponding participant, and execute the second instruction of a first instance of the program after a corresponding response has been received from the corresponding participant associated with the first instance;

a [database system] storage for storing data regarding each instance of [each of] the program[s] that has not yet completed and for storing data regarding each participant with whom the program[s are] is communicating; and

a monitoring interface for providing to a user of the system information about the execution of the program[s].

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2. (Currently Amended) The system of claim 1, further comprising a graphical user interface for creating the program[s].
3. (Currently Amended) The system of claim 2, wherein the graphical user interface provides a set of steps that a user can select for creating the program[s].
4. (Currently Amended) The system of claim 1, wherein each instance of [each] the program can be in one of a plurality of states at any time, the plurality of states including a running state, an idle state, and a paused state.
5. (Currently Amended) The system of claim 4, wherein the storage area comprises a database system, [includes] including a table for maintaining entries for each instance of [each] the program being processed by the engine, wherein each entry includes an identifier for the instance of the program, an identifier for the corresponding participant with which the instance communicates, and an identifier for the current state of the program.
6. (Currently Amended) The system of claim 5, wherein the database system further includes a table for maintaining entries for each variable for which there is data for each instance of [each] the program being processed by the engine, wherein each entry includes an identifier for the instance of the program, an identifier for the variable, and an indication of the value of the variable.
7. (Currently Amended) The system of claim 5, wherein [each] the program includes at least one instruction for causing the program to enter the paused, state while it awaits the occurrence of one or more events.
8. (Currently Amended) The system, of claim 7, wherein the database system further includes a table for maintaining, for each instance of [each] the program that is awaiting the occurrence of one or more events, an entry for each such event, wherein each entry includes an identifier for the instance of the program, an identifier for the event, and an identifier for the next instruction to be executed by the instance of the program upon the occurrence of the corresponding event.

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9. (Currently Amended) The system of claim 1, wherein the monitoring interface includes one or more alert indicators, each alert indicator relating to [one or more of] the programs, one or more controllers, each controller permitting a user to adjust a user-selectable parameter wherein one controller permits a user to adjust a value for a shape-specific parameter across each of a plurality of programs.

10-16 (Cancelled)

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17. (New) A method for facilitating a network dialogue, comprising
processing a plurality of instances of a program, wherein the program is operable to
communicate with a participant over a network and having a first instruction for sending a first
communication to a participant and a second instruction;
associating each of the plurality of instance of the program with a corresponding
participant;
awaiting the reception of a corresponding response from the corresponding participant
associated with a first instance of the program;
executing the second instruction of the first instance of the program after the
corresponding response is received;
storing data regarding each instance of the program that has not yet completed and
each participant with whom the program is communicating; and
monitoring system information about the execution of the programs.
18. (New) The method of claim 17, further comprising creating the program using a
graphical user interface.
19. (New) The method of claim 17, wherein data is stored in a database system, including a
table for maintaining entries for each instance of the program being processed by the engine,
wherein each entry includes an identifier for the instance of the program, an identifier for the
corresponding participant with which the instance communicates, and an identifier for the
current state of the program.
20. (New) The method of claim 19, wherein the database system further includes a table for
maintaining entries for each variable for which there is data for each instance of the program
being processed by the engine, wherein each entry includes an identifier for the instance of the
program, an identifier for the variable, and an indication of the value of the variable.
21. (New) The method of claim 20, wherein the program includes at least one instruction for
causing the program to enter a paused state while it awaits the occurrence of one or more
events.

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22. (New) The method of claim 21, wherein the database system further includes a table for maintaining, for each instance of the program that is awaiting the occurrence of one or more events, an entry for each such event, wherein each entry includes an identifier for the instance of the program, an identifier for the event, and an identifier for the next instruction to be executed by the instance of the program upon the occurrence of the corresponding event.

23. (New) The method of claim 17, wherein the second instruction is operable to send a second communication to the corresponding participant associated with a first instance of the program.

24. (New) The method of claim 17, wherein the corresponding response from the corresponding participant associated with the first instance of the program is the expiration of a specified time period.

25. (New) The method of claim 17, wherein the corresponding response from the corresponding participant associated with the first instance of the program is a response to the first communication.

26. (New) The method of claim 17, further comprising determining the second instruction based on the corresponding response from the corresponding participant associated with the first instance of the program.

27. (New) The method of claim 17, further comprising:

receiving the corresponding response from the corresponding participant associated with a first instance of the program; and

identifying the first instance of the program associated with the corresponding response from the corresponding participant associated with a first instance of the program.